

MedTriX^{Group}

MEDIA KIT 2023

Print

Digital

Training courses & events

Data & dialogue



MedTriX Group

we care for media solutions

The MedTriX Group – a new alliance for a new era

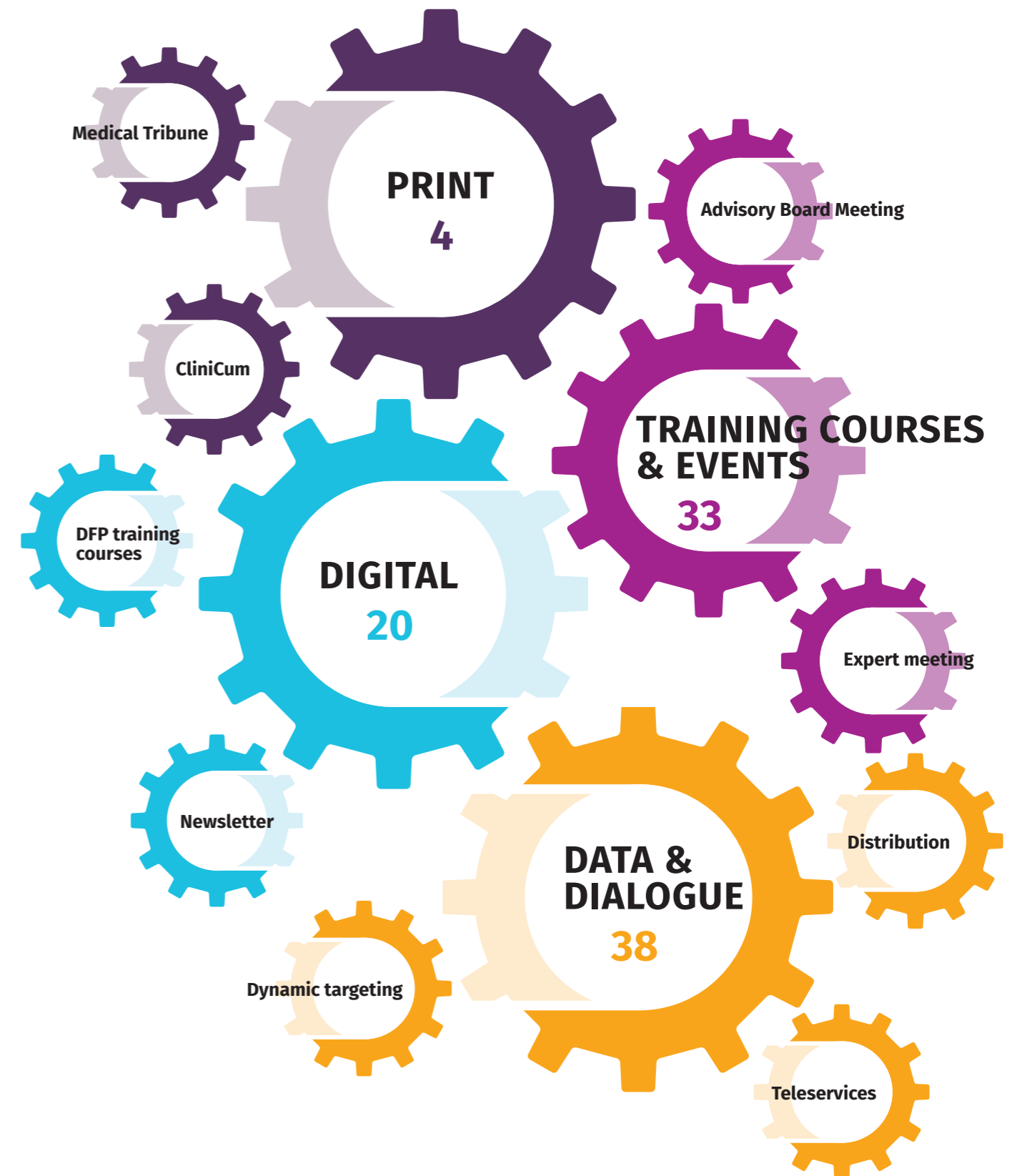
Digital transformation is taking place in every field. Everything we do is geared towards finding the best solution in today's increasingly complex media world. We focus on changing needs, actively involve target groups in development steps and rely on innovative technologies. In this way we create scalable business models and tailor-made products that are sustainable and simultaneously set new standards in the market.

We achieve this thanks to our diversity in the entire German-speaking world, our forward-looking teams, our digital expertise, our established media brands – and not least thanks to our many years of experience as a publisher.



www.medtrix.group

OUR SERVICES AT A GLANCE



amtitus/iStock

PRINT

Medical Tribune
Ad & special advertising formats

CliniCum derma
CliniCum innere
CliniCum neuropsych
CliniCum onko
CliniCum pneumo
Ad formats

Special advertising formats

Special productions

Ärzt*In für Wien



MEDICAL TRIBUNE



KEY INFO

Print run: 14,500

Frequency: Every 14-days

Magazine format: 312 mm wide x 440 mm high

EDITORIAL POLICY

For more than 50 years, Medical Tribune has been one of the most prominent and most widely read specialist medical publications in Austria. Leading medical journalists, experts and doctors report on current medicine and research as well as health policy and profession-specific economic issues. The publication also provides ongoing coverage of important national and international conferences.

The publication is part of the international Medical Tribune family with editorial offices in Germany, Austria, and Switzerland and a worldwide network of correspondents, making it a reliable companion in daily practice.

AUDIENCE

Registered general practitioners and medical specialists in the areas of: Internal medicine, gynaecology, ENT, dermatology, neurology, psychiatry, urology, anaesthesiology and intensive care medicine, pneumology, paediatrics and adolescent medicine, pathology, nuclear medicine, orthopaedics

No.	Publication date	Ad deadline*	Print material deadline	Topics and focus areas**
1-2	1 Feb 2023	13 Jan 2023	19 Jan 2023	Cardiology / diabetes / dermatology / rheumatology, gout
3	15 Feb 2023	27 Jan 2023	2 Feb 2023	Vaccination / pain / pneumology / asthma / ENT diseases
4	1 Mar 2023	3 Feb 2023	9 Feb 2023	Gastroenterology / neurology / migraine / anxiety disorders / depression
5	15 Mar 2023	17 Feb 2023	2 Mar 2023	Diabetes / cardiology / allergology / rare diseases
6	29 Mar 2023	10 Mar 2023	16 Mar 2023	Pain / dermatology / wound treatment / urology
7	12 Apr 2023	24 Mar 2023	30 Mar 2023	Migraine / pneumology / asthma / nutrition
8	26 Apr 2023	5 Apr 2023	13 Apr 2023	Gastroenterology / infectiology / rheumatology / pain
9	10 May 2023	21 Apr 2023	26 Apr 2023	Diabetes / cardiology / allergology / travel medicine
10	24 May 2023	5 May 2023	10 May 2023	Gynaecology / urology / oncology / rare diseases
11	7 Jun 2023	17 May 2023	24 May 2023	Neurology / multiple sclerosis / migraine / pain
12	21 Jun 2023	1 Jun 2023	7 Jun 2023	Diabetes / thyroid diseases / gastroenterology
13	5 Jul 2023	16 Jun 2023	22 Jun 2023	Cardiology / rheumatology / dermatology
14-15	6 Sep 2023	18 Aug 2023	24 Aug 2023	Pneumology / asthma / urology / nutrition / migraine
16	20 Sep 2023	1 Sep 2023	7 Sep 2023	Diabetes / cardiology / travel medicine / infectious diseases / vaccination
17	4 Oct 2023	15 Sep 2023	20 Sep 2023	Pain / rheumatology / gout / allergology
18	18 Oct 2023	29 Sep 2023	5 Oct 2023	Gastroenterology / neurology / multiple sclerosis / migraine
19	2 Nov 2023	13 Oct 2023	18 Oct 2023	Diabetes / cardiology / rare diseases / oncology
20	15 Nov 2023	25 Oct 2023	2 Nov 2023	Pneumology / asthma / ENT diseases / gynaecology / urology
21	29 Nov 2023	10 Nov 2023	16 Nov 2023	Anxiety disorders / depression / dermatology / wound treatment
22	13 Dec 2023	24 Nov 2023	29 Nov 2023	Gastroenterology / neurology / pain / rheumatology

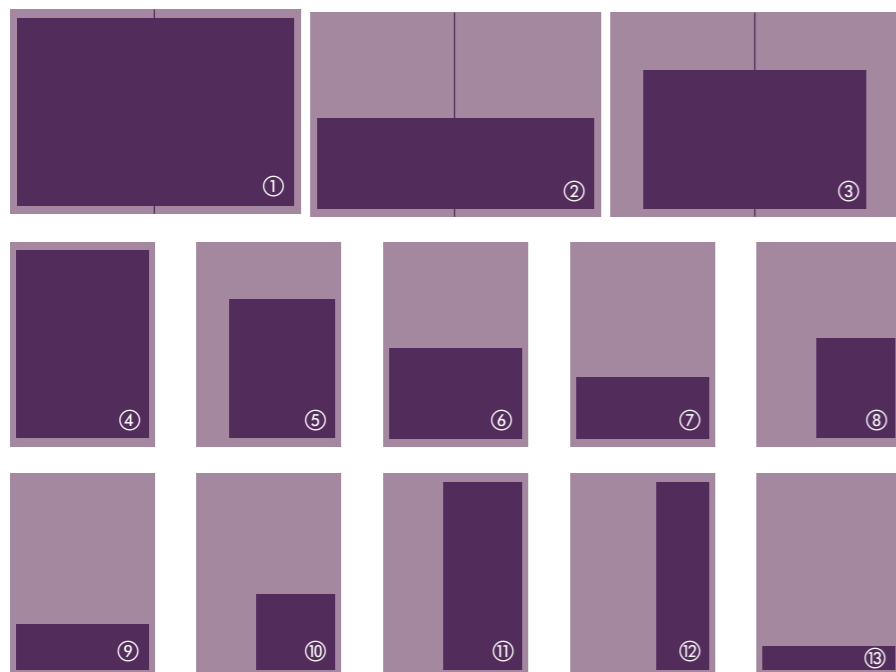
*Inter Medical Report deadline: 3 weeks before the ad deadline for each issue

**Each issue includes other practice-relevant news from the field of medicine – from diabetology, pneumology, cardiology to pain therapy, dermatology, urology and many more.

Subject to change without notice

ADS & SPECIAL FORMATS

MEDICAL TRIBUNE



Format	Print space (mm)	Price
2/1 page A3	① 596 × 404	€8,450.-
2 × 1/2 page (landscape across binding)	② 596 × 194	€5,800.-
A4 panorama (across binding)	③ 480 × 297	€5,300.-
1/1 page A3	④ 286 × 404	€4,900.-
Junior page	⑤ 228 × 297	€4,200.-
1/2 page landscape A3	⑥ 286 × 194	€3,800.-
1/3-page landscape A3	⑦ 286 × 132	€3,250.-
1/3 page 1-column portrait	⑧ 91 × 386	€3,250.-
A5 4-column landscape	⑨ 210 × 148	€3,050.-
A5 3-column portrait	⑩ 170 × 215	€3,050.-
1/4 page landscape	⑪ 286 × 90	€2,650.-
1/4 page 3-column	⑫ 170 × 163	€2,650.-
3/5 page 3-column portrait	⑬ 170 × 404	€4,500.-
2/5 page 2-column portrait	⑭ 112 × 404	€3,450.-
1/8 page footer	⑮ 286 × 50	€1,800.-

REPEAT AD BUNDLE

3+1 FREE

5+2 FREE

All dimensions in millimetres

All prices excl. statutory taxes

SPECIAL & COVER AD FORMS

MEDICAL TRIBUNE



Format	Print space (mm)	Price
U1 (front cover, outside)	① 286 × 305	€6,100.-
Combi bundle U1 + U2 (front cover, inside)		€10,500.-
U2, U3 (back cover, inside) or U4 (back cover, outside)	② 286 × 404	€5,700.-
Title spot top	③ 40 × 77	€2,100.-
Title strip	③ 286 × 50	€2,200.-
Island ad 3-column	④ 170 × 65	€2,650.-
Island ad 2-column	⑤ 112 × 97	€2,650.-
Island ad 1-column	⑥ 54 × 198	€2,650.-
Cover square	⑦ 110 × 110	€3,150.-
Circle ad	⑧ 120	€3,050.-
Circle ad across binding	⑨ 387	€4,950.-

FULL JACKET

4-page A3 cover special around the entire issue
(The cover special includes the original title logo for postal processing; the remaining space is free to use as you see fit.)

Magazine format: 315 × 440
designable area front page: 286 × 295
designable areas pages 2 and 3: 596 × 404
designable area U4: 286 × 404

€ 19,990,-

HALF JACKET

4-page A3 cover special around the first binding margin of the issue
(The cover special includes the original title logo on the shortened title page for postal processing; the remaining space is free to use as you see fit.)

Magazine format: 315 × 440
designable area front page: 157.5 × 295
designable areas page 2: 143 × 404
designable areas pages 3 and 4: 286 × 404

€ 14,990,-

SLEEVE ⑩

Sleeve format: 660 × 100
designable area: 620 × 100 (+3 mm bleed)

. delivered ready-made €550.- / 1,000 copies
. incl. print, with print
info provided €850 / 1,000 copies.

BRIEF SPECIALIST INFORMATION

Brief specialist information is printed separately from the insert in b/w in font size 5.5 pt. up to a total height of max. 30 mm at no extra cost. For all other formats (up to max. 90 mm total height), a flat rate of €500.- will be charged.

All dimensions in millimetres

All prices excl. statutory taxes

CLINICUM DERMA



Newly available
6 issues annually!

KEY INFO
Print run: 5,500
Frequency: 6 times a year
Magazine format: DIN A4 / 210 mm wide x 297 mm high

EDITORIAL POLICY
 The specialist publication for skin conditions provides practical information on new developments and innovations from research, clinics, and practice. Expert articles from the areas of dermatology, plastic, reconstructive and aesthetic surgery, infectious diseases, dermato-oncology and allergology specifically address questions relevant to the target group. Each issue covers guidelines and treatment recommendations from medical societies, as well as international literature and conference reviews.

AUDIENCE

- Specialists (practice & clinic): skin and sexually transmitted diseases, paediatrics and adolescent medicine, plastic surgery, lung diseases, pathology
- Doctors with an affinity for dermatology from the following specialisations: internal medicine incl. rheumatology, general medicine, gynaecology, rheumatology, doctors working in sleep & allergy centres

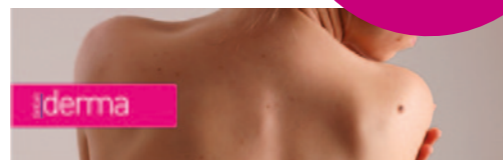


FOCUS AREAS AND DFP TOPICS

- Atopic dermatitis
- Psoriasis
- Skin cancer
- Allergies
- Phlebology
- Alopecia
- Paediatric dermatology
- Acne treatment
- Urticaria
- Wound treatment, etc.



Newsletter
 CliniCum derma with every print issue. Take advantage of our special combi subscriptions! see page 22



Issue Month	Publication date	Ad deadline*	Print material deadline	Planned conference coverage
1 / February	22 Feb 2023	27 Jan 2023	3 Feb 2023	ÖGDV / Children's Skin Day / Vienna Dermatology Day
2 / April	5 Apr 2023	13 Mar 2023	20 Mar 2023	Austrian Dermatological Society (ÖGDV)
3 / May	17 May 2023	21 Apr 2023	28 Apr 2023	AAD / DDG / EADO / ESPD
4 / July	12 Jul 2023	16 Jun 2023	23 Jun 2023	OEADF / EULAR
5 / October	18 Oct 2023	22 Sep 2023	29 Sep 2023	OEADF / ESPD / ÖGDKA
6 / December	20 Dec 2023	24 Nov 2023	1 Dec 2023	EADV / ÖGDV / ÖGDC / Children's Skin Day / Graz Allergy Day

*Yellow page + advertorial material delivery: 3 weeks before ad deadline

Subject to change without notice

CLINICUM INNERE



KEY INFO
Print run: 10,000
Frequency: 6 times a year
Magazine format: DIN A4 / 210 mm wide x 297 mm high

EDITORIAL POLICY
 The specialist publication for doctors working in internal medicine in hospitals and private practices shares news from gastroenterology, rheumatology, cardiology, endocrinology and many other areas of internal medicine. Interdisciplinary, practical and to the point. The content of each issue focuses on state-of-the-art expert articles, current guidelines and treatment recommendations as well as international conferences.

AUDIENCE

- Nursing management, purchasing management, hospital institute board, administrative management
- Specialists in internal medicine with all additional subjects, gastroenterology and hepatology, endocrinology and metabolic diseases, cardiology
- Specialists (practice & hospital): Rheumatology, pneumology, General practitioners in a hospital, doctors interested in geriatrics, paediatrics and adolescent medicine with all additional subjects
- Competence centres for rare diseases, hospital pharmacies



FOCUS AREAS AND DFP TOPICS

- Cardiology
- Rheumatology
- Endocrinology & metabolism
- Intensive care medicine
- Gastroenterology & hepatology
- Oncology
- Angiology
- Nephrology
- Radiology
- Austrian Vaccination Plan



Newsletter
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Issue Month	Publication date	Ad deadline*	Print material deadline	Planned conference coverage
1 / March	15 Mar 2023	13 Feb 2023	24 Feb 2023	ÖDG / ÖGR / Austrian Vaccination Day
2 / April	19 Apr 2023	27 Mar 2023	31 Mar 2023	Salzburg Thoracic Surgery Symposium / ECCO / WIT / DGIM
3 / May	24 May 2023	1 May 2023	5 May 2023	OeGHO & AHOP Spring Conference / ÖGIT / ÖGES / ECCMID
4 / July	12 Jul 2023	19 Jun 2023	23 Jun 2023	ÖDG / ÖKG / EULAR / ASCO
5 / October	11 Oct 2023	18 Sep 2023	22 Sep 2023	ÖGIM / ÖGP / ECR / ESC / Innsbruck Cardiology Congress
6 / December	6 Dec 2023	13 Nov 2023	17 Nov 2023	ÖGIM / ÖDG / ÖGR

*Yellow page + advertorial material delivery: 3 weeks before ad deadline

Subject to change without notice

CLINICUM NEUROPSY



KEY INFO

Print run: 6,500
Frequency: 6 times a year
Magazine format: DIN A4 / 210 mm wide x 297 mm high

EDITORIAL POLICY

The specialist publication is the further training magazine for the fields of neurology and psychiatry. The selection and practice-relevant range of topics aims to meet the high expectations of specialists in the associated field and also appeal to interested general practitioners.

AUDIENCE

- Specialists (practice & clinic): Neurology, neurology/psychiatry, psychiatry and psychotherapeutic medicine, neurosurgery, paediatrics and adolescent medicine, child and adolescent psychiatry, gynaecology
- Doctors with an affinity for neurology/psychiatry from the following specialisations: general medicine, anaesthesiology and intensive care medicine



FOCUS AREAS AND DFP TOPICS

- Multiple sclerosis
- Headache, migraine
- Neurorehabilitation
- Parkinson's disease
- Strokes
- Epilepsy
- Pain
- Schizophrenia
- Anxiety disorders
- (Treatment-resistant) depression



Newsletter
 CliniCum neuropSY with every print issue.
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Issue Month	Publication date	Ad deadline*	Print material deadline	Planned conference coverage
1 / March	8 Mar 2023	6 Feb 2023	13 Feb 2023	EHC / Neurowoche Congress / DGPPN / ÖGPB / WFNR
2 / April	27 Apr 2023	3 Apr 2023	11 Apr 2023	ÖGN / ANIM
3 / June	28 Jun 2023	5 Jun 2023	12 Jun 2023	ÖSG / ÖGN
4 / September	27 Sep 2023	4 Sep 2023	11 Sep 2023	EAN
5 / November	2 Nov 2023	9 Oct 2023	16 Oct 2023	ÖGPP / WPA / EPF / IHC
6 / December	13 Dec 2023	20 Nov 2023	27 Nov 2023	ECTRIMS / ECNP / WCN

*Yellow page + advertorial material delivery: 3 weeks before ad deadline

Subject to change without notice

CLINICUM ONKO



KEY INFO

Print run: 11,700
Frequency: 6 times a year
Magazine format: DIN A4 / 210 mm wide x 297 mm high

EDITORIAL POLICY

The specialist publication keeps doctors up to speed with current topics in oncology. Certified further training as part of the DFP further training programme of the Austrian Medical Association (ÖAK) provides objective and unbiased presentations of diagnostic and therapeutic options. The publication is known for its easily comprehensible and clear presentations of complex interrelationships.

AUDIENCE

- Hospital specialists: doctors working in oncology, internal medicine, haemato-oncology, surgery, gynaecology, radiology, dermatology, ENT, pneumology, neurology, urology, pathology, paediatrics and adolescent medicine, radiotherapy/radio-oncology, nucleology
- Doctors with an affinity for oncology from the following specialisations: general medicine, internal medicine, gynaecology, surgery, orthopaedics, radiology



FOCUS AREAS AND DFP TOPICS

- Haematology
- Gynaecological tumours
- Paediatric oncology
- Urological tumours
- Dermato-oncology
- Precision oncology/tumour profiling
- Gastrointestinal tumours
- Lung cancer
- Skin cancer etc.



Newsletter
 CliniCum onko with every print issue.
 Take advantage of our special combi subscriptions!
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Issue Month	Publication date	Ad deadline*	Print material deadline	Planned conference coverage
1 / February	15 Feb 2023	23 Jan 2023	30 Jan 2023	SABCS / ASH / ESMO
2 / March	29 Mar 2023	6 Mar 2023	13 Mar 2023	EAU / ASCO-GI / ASCO-GU / CAR T-cell-Meeting
3 / May	11 May 2023	17 Apr 2023	24 Apr 2023	OeGHO / ESMO Lung Cancer / ESMO Gyn / EADO / AGO
4 / July	5 Jul 2023	12 Jun 2023	19 Jun 2023	ASCO / ESMO Breast Cancer / EHA
5 / October	4 Oct 2023	11 Sep 2023	18 Sep 2023	ASCO / EHA / EACR / ICLC / ESMO GI / IASLC
6 / November	29 Nov 2023	6 Nov 2023	13 Nov 2023	ESMO / EMSOS / OeGHO & DGHO

*Yellow page + advertorial material delivery: 3 weeks before ad deadline

Subject to change without notice

CLINICUM PNEUMO



KEY INFO

Print run: 6,000
Frequency: 6 times a year
Magazine format: DIN A4 / 210 mm wide x 297 mm high

EDITORIAL POLICY

The specialist publication for respiratory and lung diseases reports on current developments, findings and news from the fields of pneumology, allergology, infectious diseases, paediatrics and dermatology. Each issue covers guidelines and treatment recommendations from medical societies, as well as international literature and conference reviews.

AUDIENCE

- Specialists (practice & clinic): pneumology, ENT, paediatrics and adolescent medicine, skin and sexually transmitted diseases
- Doctors with an affinity for pneumology from the following specialisations: Internal medicine, general medicine, doctors in sleep and allergy centres



FOCUS AREAS AND DFP TOPICS

- COPD
- Pulmonary hypertension
- Lung cancer
- Bronchial asthma
- Pulmonary embolisms
- Invasive pulmonary mycosis
- Allergies
- Lung infections
- Radiology
- Pulmonary fibrosis



Newsletter
 Clinicum pneumo with every print issue.
 Take advantage of our special combi subscriptions!
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Issue Month	Publication date	Ad deadline*	Print material deadline	Planned conference coverage
1 / March	1 Mar 2023	2 Feb 2023	9 Feb 2023	ESMO Immuno-Oncology / Pneumo Aktuell / AUT Vaccination Day
2 / May	3 May 2023	6 Apr 2023	13 Apr 2023	ELCC / OeGHO / Salzburg Thoracic Surgery Symposium
3 / July	5 Jul 2023	15 Jun 2023	22 Jun 2023	ATS / DGP / ASCO
4 / September	20 Sep 2023	31 Aug 2023	7 Sep 2023	ASCO / EAACI / ICLC / ECR / WCLC
5 / October	25 Oct 2023	28 Sep 2023	12 Oct 2023	ERS / IASLC / ÖGP / ÖGIM / German Allergy Congress
6 / December	13 Dec 2023	16 Nov 2023	23 Nov 2023	ÖGP / ERS / Graz Allergy Day

*Yellow page + advertorial material delivery: 3 weeks before ad deadline

Subject to change without notice

AD FORMATS CLINICUM SERIES



Format	Bled off*	Price
2/1 page	420 x 297	€7,400.-
1/1 page	① 210 x 297	€4,200.-
A5 portrait (junior page)	② 148 x 210	€3,700.-
1/2 page	portrait ③ 102 x 297	€3,400.-
	landscape ④ 210 x 144	€3,400.-
1/3 page	portrait ⑤ 70 x 297	€2,850.-
	landscape ⑥ 210 x 105	€2,850.-
1/4 page	portrait 2-column ⑦ 102 x 148	€2,300.-
	portrait 1-column ⑧ 52 x 297	€2,300.-
	landscape ⑨ 210 x 74	€2,300.-

All specifications in millimetres *plus 3 mm bleed, depending on placement

Special placements

COVER PAGE ADDITIONAL CHARGES

U2/U3..... + €600.-
 U4..... + €1,000.-

CIRCLE AD ⑩

100 mm €2,650.-

All prices excl. statutory taxes

REPEAT AD BUNDLE

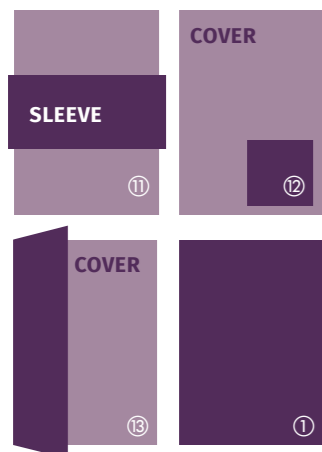


BRIEF SPECIALIST INFORMATION

Brief specialist information is printed separately from the insert in b/w in font size 5.5 pt up to a total height of max. 30 mm at no extra cost. For all other formats (up to max. 90 mm total height), a flat rate of €500.- will be charged.

Subject to change without notice

SPECIAL AD FORMS



SLEEVE ⑪
Printable on two sides with bleed €450.- / 1,000 copies
Sleeve format: 450 × 110 mm (+3 mm bleed)

COVER CORNER ⑫
100 × 100 mm € 3,150.-

MINI COVER FLAP* ⑬
Printable on two sides with bleed €3,350.-
outside: 105 × 297 mm
Printable area 105 × 245 mm
(105 × 52 mm subtracted at the top for the publication's logo)
Inside: printable area 105 × 297 mm

MAXI COVER FLAP* ⑭ + U4 ①
Printable on four sides with bleed
+ Ad on C4 ① € 6,990.-
outside/front: 80 × 297 mm
(80 × 52 mm subtracted at the top for the publication's logo)
outside/back: 105 × 297 mm
inside/front: 80 × 297 mm
inside/back: 105 × 297 mm



TIP-ON CARDS

(delivered ready-made, production costs on request)

- Cover placement (A6) ⑬ €530.- / 1,000 copies
Placement surcharge + €1,000.-
- dot-glued in the issue ⑭ € 530.- / 1,000 copies
(only in combination with paid page in the issue)
- Product/dosage card ⑮ € 800.- / 1,000 copies
1/1 page text/advertorial + €4,290.-
(incl. production costs, 1/1 page in the issue plus card dot-glued)

BOOKMARKS ⑯

(delivered ready-made, production costs on request)

- enclosed in issue (80 × 307 mm) . €530.- / 1,000 copies.
- dot-glued in the issue (80 × 307 mm) €580.- / 1,000 copies.
(only in combination with paid page in the issue)

INSERTS IN THE ISSUE

(delivered ready-made, production costs on request)

- up to 20 g €500.- / 1,000 copies.
- up to 40 g €530.- / 1,000 copies.
- up to 60 g €690.- / 1,000 copies.
- Partial inserts plus 25%
(Regional selections or according to specialist groups on request)

SPECIAL PRINTS

See page 16

SPECIAL AD FORMATS

Other special ad formats (e.g., staple bookmark, transparent bookmark, transparent envelope, insert pocket, X-ray image, sticky note, punch-out, panorama flap, lenticular card, telescopic card, pull tab card and much more) and special ad formats on request.

All prices excl. statutory taxes

SPECIAL PRODUCTIONS

ARZNEIMITTELPROFIL

- Concise, scientific information on studies, preclinical, clinical, approval status as well as the assessment and prospect of a new substance or a substance that is to be re-evaluated on the basis of current data (expanding indications of use).
- High-quality information material for personal visits or for handing out at conferences and events
- Presence on medonline and in CliniCum magazines
- Online use (online version of ArzneimittelPROFIL on our medical training portal; links to the abstracts on PubMed or to conference abstracts if available, links to the studies on www.clinicaltrials.gov or the EudraCT registry)
- An image boost through reliable, high-quality information with an independent, anonymous review process

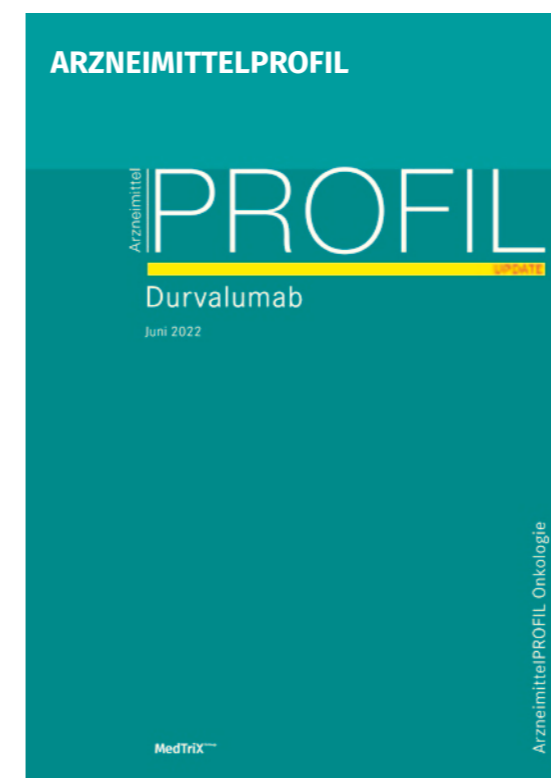
CONTENTS

- Developments up to now in this field of indication or in the substance group, discovery and development of the medicinal product).
- Pharmacodynamics, pharmacokinetics (absorption and distribution/metabolism and elimination/specific populations/AM interactions), therapeutic efficacy (in the individual indications/specific populations/in comparative studies, tolerability, dosage and form of administration, current assessment (possible ongoing studies, comparison with other substances in the same indication, recommendations of the guidelines, etc.), sources
- Brief information about the authors
- Text, illustrations (on structure and mechanism of action), Tables (all relevant studies with the most important data, e.g., for certain indications - dosage/schema, response rates, etc.)

Print run: 1,500 copies, basic 12 pages (8 + 4 cover pages), optional increased page count after a detailed briefing, PDF file for unrestricted use

- Optional:**
- Documentation services (full publication = compilation of the references including marking the passages to which reference has been made) €2,500.- (excl. licence costs for any additional studies required)
 - Additional authors possible for an additional charge
 - Additional illustrations possible, € 750.- each
 - Update of an existing medicinal product profile: on request

from €24,500,-



All prices excl. statutory taxes

SPECIAL PRINTS – SPECIAL ISSUES– EXPERT STATEMENT

SPECIAL PRINT
of Yellow Page/Inter Medical Report, incl. design cover, 1,000 copies from:

A4, 2-sided	€ 2,250.–
A4, 4-sided	€ 2,550.–
A4, 6-sided	€ 2,850.–
A4, 8-sided	€ 3,150.–

SPECIAL ISSUES / SPECIAL EDITIONS
on request

EXPERT STATEMENT
Special report in the corresponding issue on your topic, 4–5 questions are answered by 4–5 experts. A leading expert summarises the responses and comments on them.
A4, 4-sided

Basic edition: 1,000 copies



DFP LITERATURSTUDIUM



SPONSORING DFP LITERATURSTUDIUM
(Price incl. base fees)
DFP literature with associated questionnaire on your topic! Suitable as reading for doctors/field service, congress reports or workshops.
Editorial preparation, coordination with the author, review process and approval
Advertising: Insert in the CliniCum specialist publication, added to medonline.at and meindfp.at for a period of 18 months. Announcement in the CliniCum specialist newsletter and DFP newsletter.
8 pages, 1,000 copies €19,400.–

YELLOW PAGE – CLINICUM SERIES INTER MEDICAL REPORT – MEDICAL TRIBUNE

In issue

YELLOW PAGE / INTER MEDICAL REPORT
(not possible with DIW)
Your topic – study results, expert statements, case reports, success stories, congress reports etc. – is expertly prepared by our editorial team as a report, which is then presented as a scholarly piece in the magazine.

Editorial preparation on the basis of documents provided and briefing
Medical Tribune 1/1 page €1,400.–
CliniCum 1/1 page €700.–
+ Ad costs see respective medium
+ layout costs €270.–/page

ADVERTORIAL INCL. DESIGN/LAYOUT
Approved text and illustrations provided by the customer
Medical Tribune 1/1 page €650.–
CliniCum 1/1 page €330.–
+ Ad costs see respective medium

Nicht-kleinzelliges Lungenkarzinom: anhaltendes Ansprechen nach 5 Jahren

Erstmals liegen 5-Jahres-Überlebensdaten der PACIFIC-Studie bei Patienten mit nicht-kleinzelligem Lungenkarzinom (NSCLC) im Stadium III mit durchnummerierter Chemotherapie mit Simvastatin (S) und Durvalumab (D) vor. Die Ergebnisse zeigen ein anhaltendes Ansprechen nach 5 Jahren bei Patienten, die mit der Kombinationstherapie (S+D) behandelt wurden, im Vergleich zu Patienten, die mit der Standardtherapie (S) behandelt wurden.

Aktualisierte Gesamtüberleben (OS)

Zeitpunkt (Tage)	Standardtherapie (S)	Kombinationstherapie (S+D)
0	1.00	1.00
180	0.85	0.95
360	0.75	0.85
540	0.65	0.75
720	0.55	0.65
900	0.45	0.55
1080	0.35	0.45
1260	0.25	0.35
1440	0.15	0.25
1620	0.05	0.15
1800	0.00	0.05

ALERT SERVICE

AlertService
Bavencio® (Avelumab) + Axitinib
Fortgeschrittenes RCC: Medianes PFS um 5,3 Monate länger im Vergleich zu Sunitinib

Das Fortschreiten von metastasiertem Nierenzellkarzinom (mRCC) ist ein prognostisch ungünstiges Ereignis. Die Standardtherapie besteht aus Sunitinib (S) oder Axitinib (A) in Kombination mit Pembrolizumab (P) oder Avelumab (A). Die Kombination von Avelumab (A) und Axitinib (A) zeigt in der Phase III-Studie PACIFIC eine signifikant längere mediane Progressions-free Survival (PFS) im Vergleich zu Sunitinib (S).

Medianes PFS (Tage)

Gruppe	Medianes PFS (Tage)
Sunitinib (S)	~4,8
Avelumab + Axitinib (A+A)	~5,3

ALERT SERVICE FOLDER
The study data evidence for your product is summarised in a clear and concise way (dosage, pharmacokinetics, side effects, marketing authorisation information), including a statement and assessment of the substance by an opinion leader.
A4, 4-page €14,300.–

The price includes three correction cycles. Any additional correction runs required will be charged at a flat rate of €250.– each.

All prices excl. statutory taxes

The price includes three correction cycles. Any additional correction runs required will be charged at a flat rate of €250.– each.

All prices excl. statutory taxes

ÄRZT*IN FÜR WIEN

The monthly magazine of the Vienna Medical Association
(formerly known as DoktorInWien)

KEY INFO

Print run: 18,000
Frequency: monthly
Magazine format: DIN A4 / 210 mm wide × 297 mm high

EDITORIAL POLICY

This monthly magazine by the Vienna Medical Association is read by all doctors working in every specialisation in Vienna. Ärzt*In für Wien is the official body of the professional association of all Viennese doctors and is considered an indispensable source of information.

AUDIENCE

All doctors working in Vienna incl. dentists

Reader distribution – national and international

Men: 48%
Women: 52%



Issue Month	Publication date	Ad deadline	Print material deadline
1 / January	12 Jan 2023	16 Dec 2022	16 Dec 2022
2 / February	9 Feb 2023	18 Jan 2023	25 Jan 2023
3 / March	9 Mar 2023	15 Feb 2023	22 Feb 2023
4 / April	6 Apr 2023	15 Mar 2023	22 Mar 2023
5 / May	11 May 2023	19 Apr 2023	26 Apr 2023
6 / June	8 Jun 2023	16/05/2023	24 May 2023
7-8 / July	6 Jul 2023	14 Jun 2023	21 Jun 2023
9 / September	7 Sep 2023	16 Aug 2023	23 Aug 2023
10 / October	5 Oct 2023	13 Sep 2023	20 Sep 2023
11 / November	9 Nov 2023	18 Oct 2023	25 Oct 2023
12 / December	7 Dec 2023	15 Nov 2023	22 Nov 2023

AD FORMATS

Format	Bled off*	Print space (mm)	Price
2/1 page	420 × 297		€ 7.350,-
1/1 page	210 × 297		€ 4.950,-
2/3 page	portrait	136 × 297	€ 4.200,-
	landscape	210 × 185	
1/2 page	portrait	102 × 297	€ 3.750,-
	landscape	210 × 144	
1/3 page	portrait	70 × 297	€ 3.250,-
	landscape	210 × 105	
1/4 page	corner	90 × 124	€ 2.600,-
	landscape	210 × 74	
1/6 page	corner	90 × 81	€ 1.950,-
	landscape	210 × 40	
1/8 page	corner	90 × 59	€ 1.200,-
	landscape	210 × 30	
Job advertisement	1/1 page	210 × 297	€ 3.850,-
	1/2 page portrait	102 × 297	€ 2.950,-
	1/2 page landscape	210 × 144	
	1/3 page portrait	90 × 188	€ 2.500,-
	1/3 page landscape	210 × 105	
	1/4 page portrait	90 × 124	€ 2.050,-
1/4 page landscape	210 × 74		
Text advertisement	1/8 page max. 530 characters incl. spaces	90 × 59	€ 600,-
	1/4 page max. 1,200 characters incl. spaces	90 × 124	€ 1.100,-

All specifications in millimetres * plus 3 mm bleed, depending on placement
All prices excl. statutory taxes

Subject to change without notice

The right place to search for expertise!



CliniCum

MEDICAL
TRIBUNE

ÄRZT*IN
FÜR WIEN

medonline.at

Reliability, thorough, sustainable reception and a qualitatively discerning standard of information editing – these have been the values underpinning our far-reaching print media for decades. Scientific content. Informed by facts and knowledge.



medtrix.group/oesterreich



medonline.at

MedTriX Group
we care for media solutions

DIGITAL

Website Banner Ads
medonline.at

Newsletter
Banner Set & Teaser Ad

Exclusive Newsletter
Mailing
Clinical Alert

Specialist Topic
Congress News

Digital DFP Training Courses
E-Learning
Literaturstudium
Patient Cases
Knowledge Quiz
Webinar



WEBSITES

623,972
PAGE IMPRESSIONS

413,919
VISITS

332,124
UNIQUE USERS

9,000
SPECIALIST ARTICLES

30
SPECIALIST TOPICS

100
TRAINING COURSES

(Period from 1 Jul 2021 – 30 Jun 2022)

medonline.at

medonline is one of the leading service and education platforms for doctors and HCPs in Austria.

It offers a wide range of the latest medical articles which are analysed in depth by our medical editorial team and an extensive network of international correspondents. Here, you will not only find specialist topics from all fields of medicine, but also related topics from business and politics.

State-of-the-art content, congress reports, expert interviews, DFP training courses, product training courses and e-Learning complete the portfolio.



Display Ads

Banners allow you to communicate your message easily and flexibly.

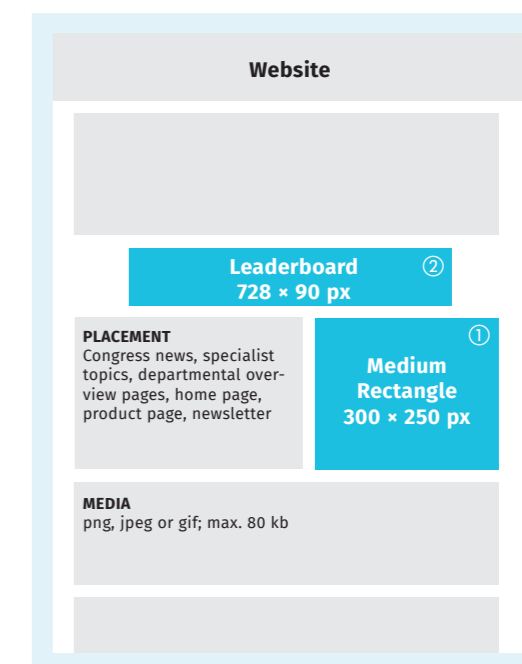
medonline

Format	1 month	3 months
Leaderboard & Medium Rectangle	€2,860.-	€6,200.-

Awareness: Put your promotional material in the spotlight and in the right context

One-click info: We'll set up a link to your article, training course or product page.

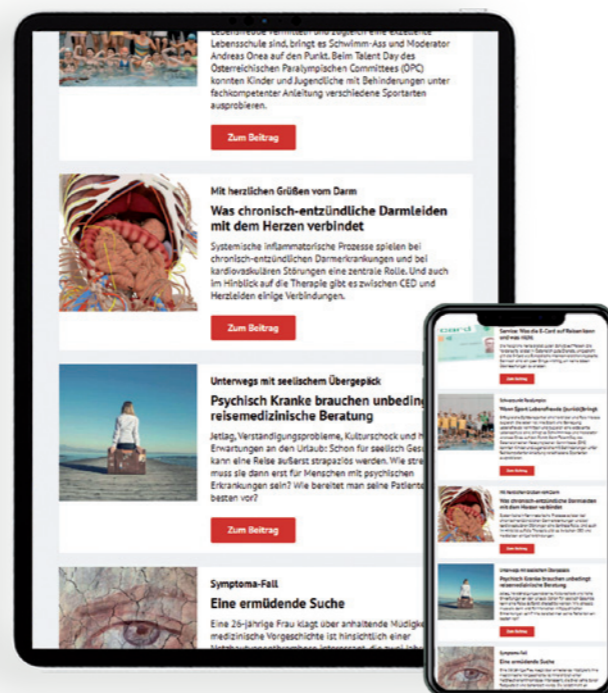
Optional second link for specialised information underneath the banner



All prices excl. statutory taxes

NEWSLETTER

Current news from our specialist media titles compactly summarised in the respective specialist newsletter. With the DFP newsletter, we provide weekly information about current DFP training courses.



Put your promotional material in the spotlight and in the right context

Direct communication to the intended target group

Open rate Ø 24%

WEEKLY NEWSLETTERS

medonline
Registered users of medonline, doctors from all medical specialities, currently 6,672 HCPs

DFP
Registered users of medonline.at, doctors from all medical specialities, currently 7,641 HCPs

14-DAY NEWSLETTERS

Medical Tribune
GPs and specialists from all areas of expertise, currently 4,450 HCPs.

CliniCum onko
Oncologists as well as GPs with an interest in oncology, currently 4,725 HCPs.

REGULAR NEWSLETTERS

(corresponding to the publication dates of the print publications)

CliniCum derma
Dermatologists as well GPs with an interest in dermatology, currently 2,485 HCPs.

CliniCum innere
Doctors specialising in internal medicine as well as GPs with an interest in internal medicine, currently 3,695 HCPs

CliniCum neuropsy
Neurologists/Psychiatrists as well as GPs with an interest in neurology and psychiatry, currently 3,591 HCPs.

CliniCum pneumo
Pulmonologists as well as GPs with an interest in pulmonology, currently 2,981 HCPs.

All prices excl. statutory taxes



BANNER SET

Whether you're looking for simple advertising banners for your classic product advertisement or for a way to convey your content, we've got you covered.

Format	Price
Premium Banner & Medium Rectangle	€2,070.- per banner set/distribution

Put your promotional material in the spotlight and in the right context

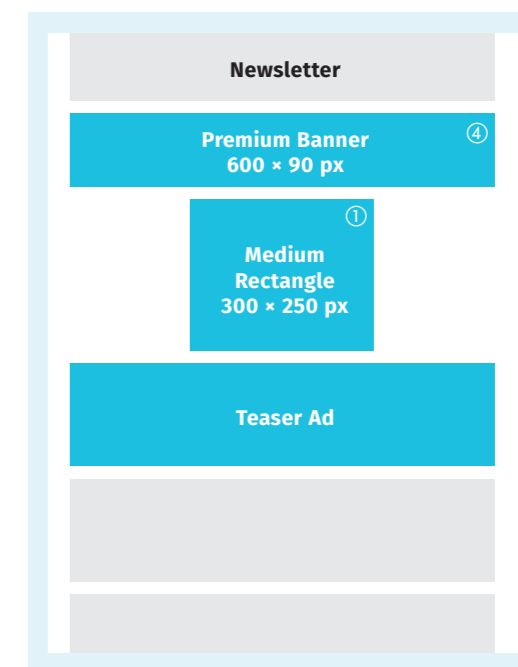
TEASER AD/ ADVERTORIAL

Featured content in the editorial newsletter as well as the placement of long text on medonline.at
Optional: TEASER AD only/upon request

Format	1 month
Teaser ad	€2,990.- Distribution/Links

Put your content in the spotlight and in the right context of the newsletter

Direct communication with the intended target group (double opt-in, validated addresses)



All prices excl. statutory taxes

NEWSLETTER EXCLUSIVE

SPECIAL NEWSLETTER

Bespoke newsletter with an editorial structure for the desired indication or specialist area, incl. target group selection

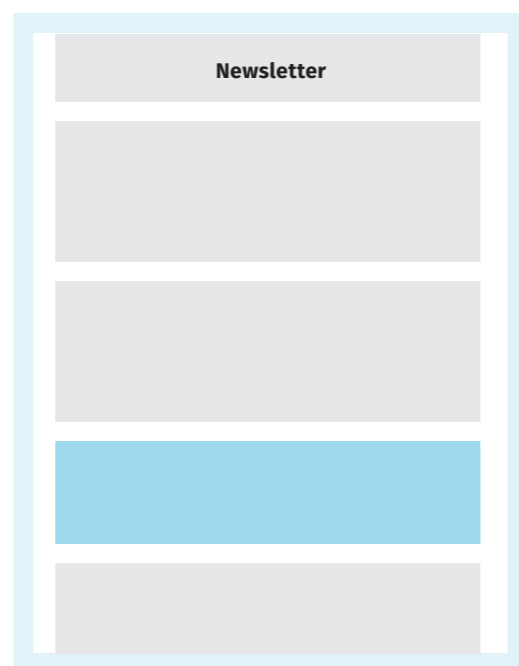
INCLUDED SERVICES

- Setup and layout creation
- Look and feel in the medonline layout
- Editorial preparation
- Placement of a long format advertorial on medonline
- Up to two ads (native ad and/or display ad)
- Up to two images/tables (format 300 x 250 px) provided by you
- Selection of target groups with up to three specialist groups of your choice from the Schütz Medical database
- Distribution to target group (max. 10,000 recipients)

REPORT

You'll receive a report 2 weeks after the newsletter has been sent

€7,860.-



Accurate marketing to your target group with an editorial structure

Direct communication to the intended target group



Mykyta Dolmatov/gettyimages

All prices excl. statutory taxes

MAILING

A bespoke newsletter in a layout according to customer specifications. The content is up to you!

Perfect for your marketing purposes, such as new approvals, extensions of indications, invitations to events or training courses.

INCLUDED SERVICES

- Setup and layout creation
- Integration of up to two images/tables/videos (format 300 x 250 px or 600 x 90 px) provided by you
- Selection of target groups with up to three specialist groups of your choice from the Schütz Medical database
- Distribution to target group (max. 10,000 recipients)

NOTE

Generally, no advertising material is included in the mailing since the mailing itself represents the advertising. Videos cannot be embedded but they can be linked to your Vimeo account.

€5,860.-

Accurate marketing to your target group with total creative freedom

Direct communication to the intended target group

Open rate: Ø 23%



CLINICAL ALERT

Exclusive e-mail distribution including your very own microsite for you to share your latest developments, success story or product news (e.g. approval, expansion of approval, price change for a product or new study data) – directly to a predetermined target group. This will allow your message to reach the doctor directly without spreading loss.

INCLUDED SERVICES

- Content briefing from you with a short outline of the goal as well as the three key facts/key messages which will be elaborated in the Clinical Alert
- Editorial preparation
- Microsite creation: Responsive
- Microsite in your CI (incl. logo placement) with the three most important key facts
- Inclusion of text, graphics, videos and downloads
- Creation of different tabs incl. call-to-action button
- Selection of contacts with up to three specialist groups of your choice from the Schütz Medical database
- Sending Clinical Alert to your defined target group
- Resending to recipients who didn't open the first e-mail approx. 14 days later
- Report (open rate, click rate, etc.)

COSTS

(The number depends on who you have selected as your target group)

- up to 500 doctors €7,900.-
- up to 1,000 doctors €9,900.-
- up to 2,500 doctors €11,500.-
- up to 5,000 doctors €12,900.-
- up to 7,500 doctors €13,900.-
- up to 10,000 doctors €14,900.-

OPEN RATE

on average over 30%

TARGET GROUP

upon request

RECIPIENTS

customized

All prices excl. statutory taxes

SPECIALIST TOPIC



Do you want to host a specialist topic as an exclusive partner of our coverage? Cover a specific topic and place your brand in the environment of your choice. We guarantee high-quality editorial coverage with continuous updates.

INCLUDED SERVICES

- Landing page with at least 4/8/12/16 editorial articles or congress reports
- Editorial concept and content by our specialist editorial team
- Integration of suitable e-Learning and product training courses
- Event announcements
- Hosting on medonline
- Integration of customer logo on the landing page
- Inclusion of a provided banner and of one advertorial
- An exclusive newsletter to a defined target group with integration of the company logo, editorial articles, advertorial, native ad, and banner
- Continuous marketing throughout the duration with various specialist newsletters from MedTriX

ADVERTISING (OPTIONAL)

- TeleMarketing
- Print ad
- Sending faxes

REPORT

a detailed report is provided at the end of the period

PERIOD

customized, from 3 months, upon request

from €11,100.–

High-quality, editorial environment

Extensive sponsorship and advertising opportunities within a reputable environment

Accurate marketing to your target group within an editorial environment

Direct communication to the intended target group

Single or multi-sponsorship opportunities available

Sustainability: Placement over a long period of time with regular publicity

CONGRESS NEWS



Editorial environment for a congress presented on medonline. The perfect place to showcase the latest scientific findings and publications in a professional environment and to ensure exclusive pre- and post-event coverage. Congress reports by doctors for doctors!

INCLUDED SERVICES

- Landing page with extensive congress reporting
- Editorial concept and content by our specialist editorial team
- Integration of expert opinions (optional)
- Integration of suitable e-Learning and product training courses
- Event announcements
- Hosting on medonline
- An exclusive newsletter to a defined target group with integration of the company logo, editorial articles, advertorial, native ad, and banner
- Continuous marketing throughout the duration with various specialist newsletters from MedTriX

ADVERTISING (OPTIONAL)

- Integration of customer logo on the landing page
- Integration of a provided banner and of one advertorial

REPORT

a detailed report is provided at the end of the period

PERIOD

customized, from 3 months, upon request

from €15,700.–

Accurate marketing to your target group within an editorial environment

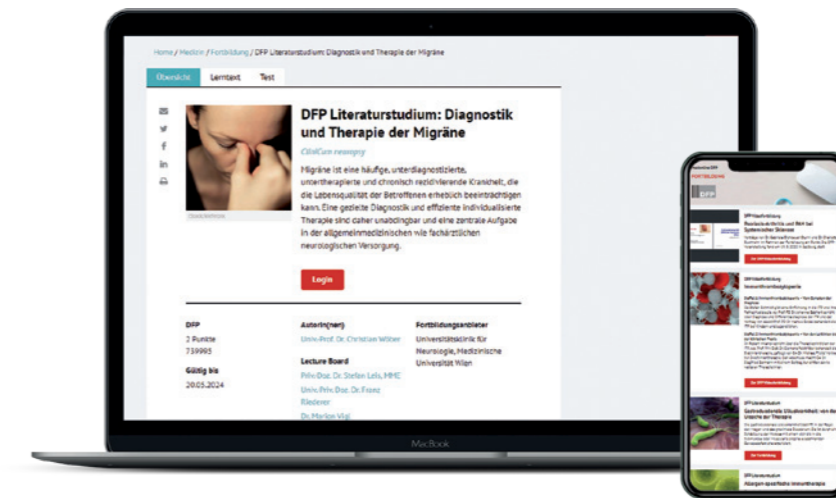
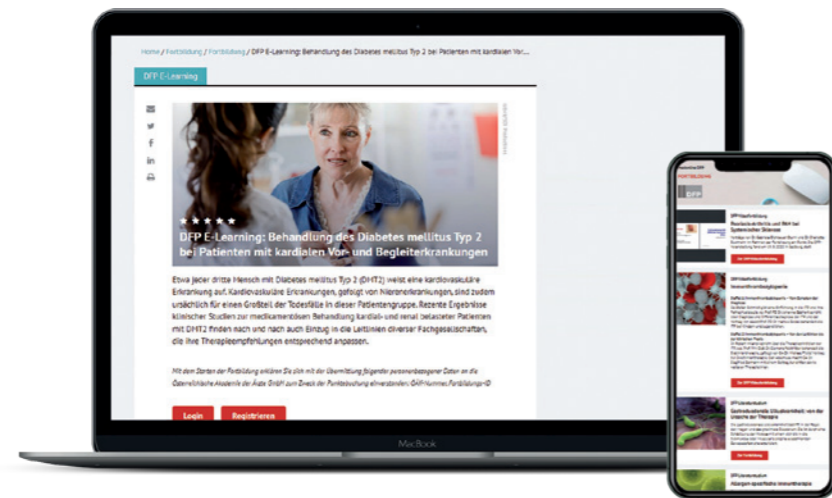
High-quality, editorial environment

Direct communication to the intended target group

Sustainability: Placement over a long period of time with regular publicity

Extensive sponsorship and advertising opportunities within a reputable environment

DIGITAL DFP TRAINING COURSES



DFP E-LEARNING

Well thought-out and digitally optimised educational content in image and text elements. **Expert-led online learning courses** to earn required **credits for an advanced training diploma (DFP)**. E-Learning is modernised and offers an optimised user experience through its clear and well-organised structure.

INCLUDED SERVICES

- Didactic preparation and digital implementation of educational content as an interactive e-Learning module (image & text)
- Creation of a microsite and landing page
- Integration of statistical infographics
- Integration of sponsor's logo and further information on the course home page
- Review of the e-Learning by an independent lecture board
- Approval of the e-Learning from the Austrian Academy of Doctors
- Hosting on medonline for 18 months
- Hosting on meindfp.at for sponsored learnings

ADVERTISING

- DFP newsletter from medonline
- An exclusive newsletter to a defined target group with integration of the company logo
- Continuous marketing throughout the duration with various specialist newsletters from MedTriX
- Teaser box on the DFP overview page
- 1/3 page ad in a print medium of your choice
- Optional: Promotional cards with an AR feature or a QR code for the sales team

REPORT

after completion of the first quarter and at the end of the period (end of quarter)

€17,800.–

Generating awareness

Teaching doctors about diagnostic options and forms of therapy

Addressing specific target groups

DFP LITERATURSTUDIUM

Expert-led DFP training course which appears online and can also be enclosed with a printed magazine as a DFP special issue. Literature studies differ from e-Learning in that the content is prepared and presented differently.

INCLUDED SERVICES

- Didactic preparation and digital implementation of educational content as DFP literature studies
- Creation of a landing page
- Content creation by one or more experts
- Didactic preparation as well as digital implementation of the study text
- Integration of sponsor's logo and further information on the course home page
- Review of the e-Learning by an independent lecture board
- Approval of the e-Learning from the Austrian Academy of Doctors
- Hosting on medonline for 18 months
- Hosting on meindfp.at for sponsored learnings

ADVERTISING

- DFP newsletter from medonline
- An exclusive newsletter to a defined target group with integration of the company logo
- Continuous marketing throughout the duration with various specialist newsletters from MedTriX
- Teaser box on the DFP overview page
- 1/3 page ad in a print medium of your choice
- Promotional cards with an AR feature or a QR code for the sales team (see e-Learning)

REPORT

after completion of the first quarter and at the end of the period (end of quarter)

€16,900.–

Further training opportunity for doctors

Addressing specific target groups

Generating awareness

DFP literature studies (print) – see page 17

NOTE: Combination of e-Learning and DFP special issue
The e-Learning module and the DFP special issue differ in content and therefore have a different training ID. You can earn credits for the advanced training diploma for both the e-Learning module and the DFP special issue.

All prices excl. statutory taxes

All prices excl. statutory taxes

DIGITAL LEARNING TOOLS



PATIENT CASES (CASE REPORT QUIZ)

Put your product in the spotlight in a playful and entertaining manner with this advanced training. The doctor's conversation with their patients is the main focus. Patient cases with medical history, diagnoses, and therapies are specifically tailored to the customer's product.

INCLUDED SERVICES

- Briefing and collaborative development of the concept
- Creation of patient cases by a specialist editor
- Didactic preparation of up to three patient cases
- Programming of the quiz and creation of a landing page on medonline.at
- Aggregated analysis
- Hosting on medonline for 12 months

CAMPAIGN PERIOD

12 months

Detailed post-campaign report

from €8,300.–

ADVERTISING

- Prominent placement on medonline
- An exclusive newsletter to a defined target group
- Continuous marketing throughout the duration with various specialist newsletters from MedTriX
- Continuous marketing with various specialist newsletters during the campaign period

Target group-oriented

Innovative and modern

High educational factor with a short duration

Information gathering

More information and prices on request

All prices excl. statutory taxes



Mykyta Dolmatov/gettyimages

KNOWLEDGE QUIZ

Product training with a playful and entertaining approach. The knowledge quiz differs from the patient case in that it focuses on a specific **topic** (e.g. indication, consultation at the pharmacy) rather than a case. The knowledge quiz usually consists of 10 questions and a total score is shown at the end.

INCLUDED SERVICES

- Choice of topic by the sponsor
- Briefing and collaborative development of the content concept
- Creation of questions by a specialist editor
- Programming of the quiz and creation of a landing page on medonline
- Aggregated analysis
- Hosting on medonline for 12 months

CAMPAIGN PERIOD

12 months

Detailed post-campaign report

Price on request

ADVERTISING

- Prominent placement on medonline
- An exclusive newsletter to a defined target group with integration of the company logo
- Continuous marketing throughout the duration with various specialist newsletters from MedTriX
- Continuous marketing with various specialist newsletters during the campaign period

Innovative and modern

High educational factor with a short duration

Target group-oriented

More information and prices on request

All prices excl. statutory taxes



Mykyta Dolmatov/gettyimages

WEBINAR (LIVE)

Experts share their expertise online via a branded live webinar, followed by a discussion with participants via a live chat. Our webinars are broadcast live or pre-recorded using the latest technology from a mobile studio, including a camera team or via webcam. Use this format to make your presentation/discussion a memorable experience.

SETTING OPTIONS

- Individual presentation
- Moderated presentation
- Panel

INCLUDED SERVICES

- Process planning
- Document optimisation
- Setup of the streaming platform

- Editorial support
- User management (viewer registration)
- Studio filming including equipment and staff

OPTIONAL

external presenter

DURATION

approx. 4 hours (incl. setup/dismantling, plus rehearsal)

Price on request

Target group-oriented training

Opportunities to interact through live broadcast

Cost-effective knowledge transfer

TRAINING COURSES & EVENTS

Advisory Board Meeting

Expert panel

Consensus meeting

Roundtable

Digital Future





artbesouro / iStock

We design and organise a variety of bespoke events – providing tailor-made solutions for your wishes

Reach your relevant target group with our sponsorship packages at one of our training events. We organise expert panels and also develop consensual guidelines and expert opinions with the help of respected opinion leaders. This allows us to increase the KOL engagement in a targeted manner and make a key contribution to your product's success.

We hold these events in collaboration with renowned professional societies and industry figures, and we are also a DFP-approved provider if this is required. Target groups are determined individually or on request depending on the topic.

The results can be published in a special publication if required. On request, we can use other communication channels within our broad portfolio for the publication.

ADVISORY BOARD MEETING

“Status quo survey” of a new substance by independent opinion leaders – both before and during a product launch. The results will be published in a special publication.

INCLUDED SERVICES

- Organisational management (holding the meeting)
- Participant management (invitations – advertising, print and online, registration management/maintenance)
- Development of the topic and list of questions by our scientific editorial team
- Medical Writer and presentation by our specialist editorial team*
- Coordination of participation and process, reporting
- Location (MedTriX GmbH)**/technology/simple catering (special catering on request)

DIGITAL PUBLICATION (PDF FORMAT, 6–8 PAGES, A4)

- Creation of the expert statement by a Medical Writer
- Scientific review and exchange with the chairperson
- Project management (approval work, image selection, corrections, layout, production, etc.)

from €9,490.–

Production as an offprint (expertise) and insert in one of our print publications (incl. 500 copies for free distribution)

on request

*Presentation (medical specialist presentation)
**also possible externally on request, for an additional charge. Prices exclude any expert fees.

EXPERT PANEL

Leading experts discuss an indication or a product and its possible therapeutic applications from different perspectives. Duration approx. 3–4 hours. The results will be summarised and published.

from €7,900.–



CONSENSUS MEETING

National opinion leaders develop a consensual opinion on an indication or on a subject and its treatment options. The write-up is published as guidelines and a consensus statement. Duration approx. 3–4 hours.

INCLUDED SERVICES

- Organisational management (arranging and holding the meeting)
- Participant management (invitations – advertising, print and online, registration management/maintenance)
- Development of the topic and list of questions by our scientific editorial team
- Medical Writer and presentation by our specialist editorial team*
- Coordination of participation and process, reporting
- Location (MedTriX GmbH)**/technology/simple catering (special catering on request)

DIGITAL PUBLICATION (PDF FORMAT, 4–6 PAGES, A4)

- Creation of the expert statement by a Medical Writer
- Scientific review and exchange with the chairperson
- Project management (approval work, image selection, corrections, layout, production, etc.)

from €8,900.–

Production (printing) of the expert statement as a special issue and insert in one of our print publications (incl. 500 copies for free distribution)

on request

ROUNDTABLE

Our readers are key actors in the health care system. Specialists, pharmacists, healthcare professionals and decision-makers in the pharmaceutical industry and professional associations. In the future, we want to discuss specific topics with specialists in a roundtable format and share this knowledge and expertise via our publication, encouraging further public discussion. Do you have an interesting topic for us to cover? Then let us know.

Leading experts from the health sector, politics or business (4–5) discuss a current health policy or economic topic from different perspectives. The results are summarised and published in one of our print publications and on medonline.at.

INCLUDED SERVICES

- Organisational management (holding the meeting)
- Participant management (invitations, print and online distribution)
- Development of the topic and list of questions by our scientific editorial team

- Organisation of the location and catering on site (MedTriX GmbH or partner) incl. business lunch
- Moderation by our specialist editorial team*
- Coordination of participation and process, reporting
- Major editorial follow-up coverage in the Medical Tribune or a CliniCum specialist title
- Major online coverage on pharmaceutical-tribune.at/ medonline.at and on social media
- Logo in info box or logo bar
- Project management (approval work, image selection, corrections, layout, production, etc.)

**Single sponsoring:
€7,900.–**

**Multi-sponsoring:
on request**

*Presentation (medical specialist presentation)
**also possible externally on request, for an additional charge. Prices exclude any expert fees.

VNS.WORLD

PRODUCTIVE BUSINESS EVENTS IN 3D

The vns.world 3D event spaces provide a platform for meetings, interactions, exchanges. This playful event set-up ensures better proximity and dynamics than a regular video conference. Whatever you have in mind, our Virtual Networking Suites ensure you get the right solution for your event.

Try out the virtual demo world now at: www.vns.world



vns.meet



vns.expo



vns.event

AUGMENTED REALITY

Present your products and services in a new dimension.

Augmented Reality lets you present products and their variants to your customers in a simple and user-friendly way. Give your print brochure, website, or trade fair stand a unique look – combine Virtual Reality with in-person presence and win over your customers.



VIRTUAL REALITY

Immerse yourself in the virtual world: Take your customers on fascinating journeys. Let your customers experience your future innovations today.

Take your first step into the world of virtual technologies together with us. We know how to deliver a top user experience in every project, based on the latest technologies and capabilities. In this way, we will create memorable experiences.



Halfpoint/iStock

MTX CAMPUS

The MTX Campus is our new 3D event and community platform. We have created a new platform for presenting and interacting with your brands. This lets you have a bigger impact on your target groups in a playful way. Be a part of it from the start – the future of networking in the healthcare industry starts here.

The programme in the platform is curated by us all year round, ensuring you get an attractive platform for our common target groups. Speaking of which: the Dynamic Targeting system in invitation management means all our partners benefit from further professional services from our range.

INCLUDED SERVICES

- An event and community platform curated by us and tailored to the requirements of your target group
- Engaging 3D worlds, accessible via web browser with no installation required
- Visibility through banners, 3D advertising or completely new creative concepts – get in touch with us!
- Your events on the campus environment combined with our Dynamic Targeting
- Analytics for further processing

COSTS

Banners and other advertising spaces are available as part of our own events.

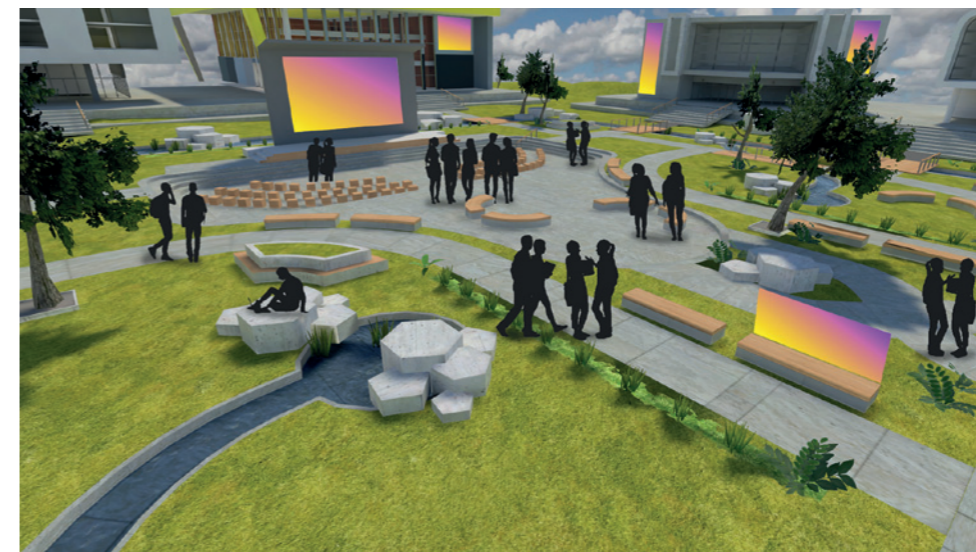
from €1,950.–

Sponsored events give you even more visibility.

from €4,650.–

You can plan your own events or even full 3D areas with us on request.

from €9,500.–



All prices excl. statutory taxes

DATA & DIALOGUE

Distribution Products

Mailing

Dear Doctor Letter

Sending faxes

Database

Master Data

Data & Consulting

Dynamic Targeting

Key Opinion Leader Analysis

Affinity Analysis

Network Analysis

Channel Behaviour

TeleServices

TeleMarketing

TeleSales

Hotline

Market Research



DISTRIBUTION PRODUCTS



MAILING



We will send documents, patient brochures, and studies by post as mailings on your behalf – either individually or in combination with marketing campaigns.

YOUR BENEFITS

- Quick and easy handling
- From start to finish – production, contact list, mailing
- Personalised distribution possible
- Preparing graphic layout (optional add-on)

Unless otherwise specified, we recommend that doctors working in hospitals select a reasonable number of addressees (e.g. one department head with a request that they distribute or display the notice internally).

PROJECT EXAMPLE

Mailing in Austria
Postage rates will be calculated 1:1 at actual cost (€0.34 for mailings of up to 80g)

from €1,500.–

DEAR DOCTOR LETTER



Dear Doctor letters (known as “red hand letters”) are handled reliably and as needed in direct coordination with AGES, the Austrian Agency for Health and Food Safety.

YOUR BENEFITS

- Reliable process specifically for Dear Doctor Letters
- Advice and translation of guidelines for selecting target doctors
- Standardised reporting on mailing and returns
- **NEW: Bookable as a combination of post and e-mail delivery**

OPTIONAL ADD-ONS

- Data matching
- Sending mailing lists for documentation purposes
- Documentation, handling returns and, if needed, forwarding
- Layout – preparing graphics

PROJECT EXAMPLE

Sending Dear Doctor Letters in Austria

from €1,500.–

SENDING FAXES



Fax continues to be a popular method for sending concise information. We can handle up to 5,000 single-sided fax deliveries and up to 3,000 double-sided fax deliveries every day.

YOUR BENEFITS

- Quick and easy handling
- High-performance infrastructure
- High coverage of fax numbers (more than 99% of public pharmacies, approx. 90% of mobile pharmacists, more than 70% of established GPs, between 65% and 75% in established area of consultancy)
- Target group selected individually in coordination with the client's wishes
- Personalised distribution possible

In hospitals, a reasonable number of addressees (e.g. at department head level with a request that they distribute or display the notice internally) will be selected because the target group here has too many overlapping fax numbers (e.g. one device per department).

OPTIONAL ADD-ONS

- Express same-day sending (assignment and documents until 11 a.m.)
- Double-sided sending
- Layout – preparing graphics

PROJECT EXAMPLE

Sending faxes in Austria
incl. selection of target groups

from €1,300.–

To ensure optimal readability and the conservation of resources for the target group, fax templates must be in black and white. In addition, we recommend avoiding the use of grey scale or large images or backgrounds.

All prices excl. statutory taxes

TAKE A LOOK AT OUR DATABASE

... and start with the best database for your activities.

Exclusive validation sources make Schütz Medical Services the ideal data experts in healthcare. Our database is the best possible starting point for your data-driven tasks, such as:

- Planning fieldwork
- Area zoning
- Marketing activities
- Fulfilling documentation requirements, and much more

Whether it's about sending out our print media, conducting numerous specialist discussions with healthcare professionals (HCPs) in our in-house phone service centre or our online platform, we consistently receive feedback from the market via all our channels, not just one. This is the only way to keep high-quality data up to date.



DATA OVERVIEW AUSTRIA

> 60,700 HEALTHCARE PROFESSIONALS

- 185 hospitals
- 25,283 doctor's practices
- 1,436 public pharmacies
- 46 hospital pharmacies
- 91 drug depositories

DATA OVERVIEW SWITZERLAND

> 44,500 HEALTHCARE PROFESSIONALS

- 399 hospitals
- 24,070 practices/clinics
- 1,769 public pharmacies
- 204 hospital pharmacies
- 532 drugstores

MASTER DATA

Providing you with the state of the art

Take advantage of our vast portfolio and high-quality standards by the data expert in healthcare.

YOUR BENEFITS

- Real areas of activity in your target group
- Return quota of 0.5%–1.5%
- Strict compliance with data protection provisions
- Adapted contract form and validity period
- Alignment with your CRM and software solution
- Data as a whole package with the PureAdvance CRM system
- Data available for one-off use



MASTER DATA We model reality – the basis for all your activities

Austria	
Package A	Additionally included in package B
Person ID	Type of workplace
Category of person	HCP job role
Category of operations site	Diplomas
Form of address, title, name	Opening hours
Postal address	Insurance status (for established doctors)
Workplace, department	Mobile pharmacy
Main specialties	Phone number
Additional specialties	Website
Geographic coordinates	Diplomas

Switzerland	
Package A	Additionally included in package B
Person ID	Type of workplace
Category of person	HCP job role
Category of operations site	Specialisation certificates
Form of address, title, name	Opening hours
Postal address	Self-dispensation status
Workplace, department	Language
Medical specialist title	Phone number
Specialisations	Website
Geographic coordinates	Specialisation certificates



ONE-OFF DATA USE PRICES FOR AT AND CH

Package A.....	€0.38/HCP*
Package B	€ 0.59/HCP*
*plus set-up (one-off).....	€550.-

CONTINUING DATA USE PRICES FOR AT AND CH

Package B	€ 0.59/HCP*
*plus set-up (one-off).....	at actual cost
*plus updates (monthly)	from €0.07/HCP

All prices excl. statutory taxes

TARGET GROUP SEGMENTATION/CONSULTING

DYNAMIC TARGETING

In-depth look at doctors and brief overview of the entire target group

In four steps, dynamic targeting offers a comprehensive, data-based and objective view for an idea of the landscape of doctors in Austria:

- **Evaluation of practice and/or hospital:** evaluation of practice environment (>170 parameters available), practice services, number of cases, relevant departments and consultants, specialisations, size of institution, scientific activities, and much more.
- **Affinity analysis:** Affinity/interest of doctor in indication
- **KOL analysis:** analysis of opinion leaders on indication
- (optional) **In-house/customer data:** sales figures, market research data and much more.

The analysis at an individual doctor level provides insights into which doctors are particularly relevant for the chosen indication.

OPTIONAL ADD-ONS

- Definitions of personas
- Network analysis
- Channel behaviour data
- Area structuring

YOUR BENEFITS

- Analysis at an individual doctor level
- Flexibility in designing the targeting process
- Comprehensive range of parameters – can be combined freely
- Visibility of the decisive factors for evaluation
- Including detailed data and management presentation

Dynamic targeting is carried out for an indication and for up to three chosen professional groups. All doctors of the corresponding target group will be transmitted.

PROJECT PROCESS

- Assigning the project for the indication – practice/hospital
- Preparing parameters for launch (MedTriX)
- Kick-off workshop
- Sending protocol and approval by client
- Analysis stage
- Interim feedback – call with clients
- Analysis/finalisation of results
- Results presentation workshop and delivery

PROJECT EXAMPLE

Practice or hospital targeting for an indication and up to three groups of consultants in Austria

from €29,000.–



KEY OPINION LEADER ANALYSIS

Find experts instead of searching for experts: we identify all key opinion leaders for your indication.



YOUR BENEFITS

- Identification of new speakers
- Identification of new multipliers, aspiring and interdisciplinary experts
- The analysis is not associated with consultant groups or areas of activity (this can, of course, be refined according to client wishes)
- Detailed information on each expert activity identified as being relevant

We will provide you with a multidisciplinary analysis of all doctors with expertise in your selected indication.

Jointly defined keywords will be used to screen activities on the indication via the following channels:

- Publications, journals
- (DFP-certified) events
- Opinions expressed online
- Investigators/leaders of clinical studies
- Medical companies, patient organisations

NEW: OPTIONAL ADD-ON

- Network analysis

PROJECT PROCESS

- Joint kick-off session for coordinating targets/defining keywords
- Final workshop: presentation of results
- Delivery: PowerPoint presentation with summary of the results and a data file with all relevant doctors according to package B with relevance and expertise

PROJECT EXAMPLE

KOL/expert analysis for an indication in Austria

€8,300.–



AFFINITY ANALYSIS

A detailed view of doctors interested in the indication

Analysis at an individual doctor level presenting the doctor's interests or further training behaviour regarding a given indication. A range of channels will be screened using jointly defined keywords. Furthermore, the doctor's practice services will be taken into consideration.

YOUR BENEFITS

- Unique information on the professional interest in the respective indication
- You can find your ideal target group for market penetration, events, mailing lists, advanced training
- The analysis is not associated with consultant groups or areas of activity (this can, of course, be refined according to client wishes)
- Refining the larger target groups to sections that are relevant for marketing activities
- Expanding smaller target groups to other interested specialist groups

PROJECT PROCESS

- Joint kick-off session for coordinating targets/defining keywords
- Final workshop: presentation of results
- Delivery: PowerPoint presentation with summary of the results and a data file with all relevant doctors according to package B with refinement of interests in categories of high/average/low

PROJECT EXAMPLE

Affinity analysis for an indication in Austria

€6,200.–

DOCTOR PROFILE WITH CURRENT AND UNIQUE DATA



Master data (example)

MASTER DATA

Personal data					
Main specialty-1	Internal medicine	Area of activity	Hospital and established	Diploma-4	Special pain therapy
Main specialty-2	General medicine	Diploma-1	Medical nutrition therapy	Trade licence	Trade in medical devices
Additional specialty-1	Nephrology	Diploma-2	Sports medicine	Age	45-55 years old
Additional specialty-2	Endocrinology	Diploma-3	Geriatrics	Professional association	ÖGN

OPERATIONS SITES

Practice	
Workplace	Dr Example practice
Type of workplace	Group practice
Street	Doctor Street 142
Postcode	1140
Town/city	Vienna
Federal state	Vienna
Mobile pharmacy	No
Patients/week	over 500
Opening hours	Mon-Fri 8 a.m. – 4 p.m.
Community size	>50,000 residents
Phone number	+43 61 123 45 67
Fax number	+43 61 123 45 68

Hospital	
Workplace	Klinik Hietzing hospital
Department	Medical department no. 3
Street	Wolkersbergenstrasse 1
Postcode	1130
Town/city	Vienna
Federal state	Vienna
Job role	Department head
Geographic coordinate Y	16.270122
Geographic coordinate X	48.160213
Specialty	Endocrinology, nephrology
Phone number	+43 61 123 45 69
Fax number	+43 61 123 45 60

Miscellaneous	
Workplace	Rheuma-Ambulatorium Wien-Oberlaa
Type of workplace	Specialist outpatient clinic
Street	Kurbadstrasse 14
Postcode	1100
Town/city	Vienna
Federal state	Vienna
Job role	Doctor
Geographic coordinate Y	16.400324
Geographic coordinate X	48.140233
Specialty	Rheumatology
Phone number	+43 (0)61 987 65 43
Fax number	+43 (0)61 987 65 40



DOCTOR PROFILE
Dr Maria Example
(person and data are fictional)

Neighbourhood data (example)



DOCTOR PROFILE
Dr Maria Example
(person and data are fictional)

DEMOGRAPHIC DETAIL DATA

Neighbourhood data	
Nearest pharmacy	Apotheke zum goldenen Apfel
Distance to the next pharmacy	1.6 km
Nearest practice	Praxisgemeinschaft Dr. Huber
Distance to the next practice	1.9 km
Nearest hospital	Hanusch-Krankenhaus Vienna
Distance to the next hospital	2.4 km
Dialysis centre in the area	Yes
Distance to the nearest dialysis centre in the area	2.4 km
...	...

We control over 170 parameters for your individual area of observation

Neighbourhood data	
Other nephrologists present in the relevant area	Yes
Number of other nephrologists in the relevant area	5
Number of insurance-linked nephrologists in the relevant area	1
Proportion of people over 60 years old	20%
Gender divide	M 46% / F 54%
Women between 15 and 20 years old in the relevant area	383 (average)
Men between 29 and 55 years old in the relevant area	5,260 (high)
Residents with a migrant background Origin: Southern Europe, Turkey, Africa	2,767 (high)
Resident population with the highest level of education completed: Statutory education/training	12,868 (average)
Purchasing power per person per month	1,876.93 EUR (average)
...	...

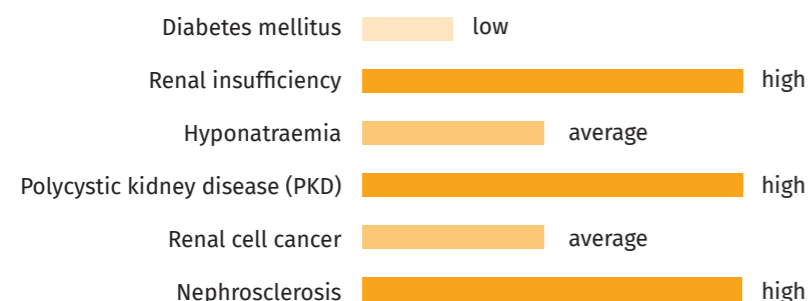
Affinity/experts (example)

We know the relevant experts for your indication and your interested target groups



DOCTOR PROFILE
Dr Maria Example
(person and data are fictional)

AFFINITY/INTEREST

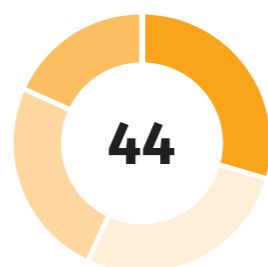


KEY OPINION LEADER ACTIVITY



SAMPLE PUBLICATIONS

- 2018 Dose adjustment in patients with renal failure
- 2019 Leptospirosis and renal failure: a case series
- 2020 SGLT2 Inhibitors and Type 1 Diabetes
- 2021 Chronic kidney disease epidemiology
- 2022 Molecular regulation in haemodialysis patients



- 13 publications
- 12 advanced training courses
- 11 professional associations
- 8 clinical studies

SAMPLE EVENTS

- 2018 Disturbances of the potassium homeostasis
- 2018 Acute renal impairment
- 2018 New treatment methods for ADPKD
- 2020 Polycystic kidney disease – what now?
- 2021 Tolvaptan with ADPKD

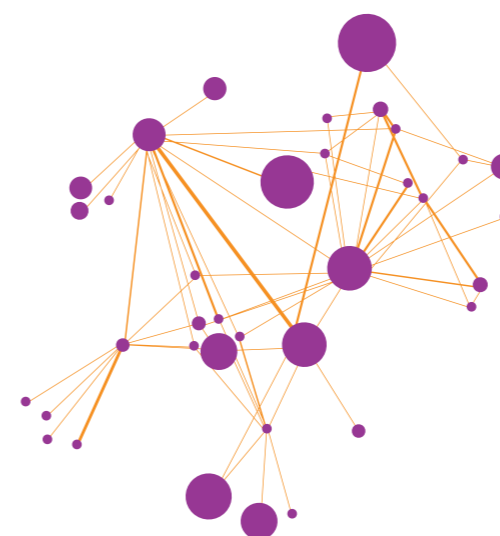
SAMPLE OF CLINICAL STUDIES

- 2020 A Study in Patients with Type 2 Diabetes Mellitus
- 2021 Fluid Intake in Kidney Failure
- 2022 Sex Differences in Chronic Kidney Disease

SAMPLE OF PROFESSIONAL ASSOCIATIONS
Österreichische Gesellschaft für Nephrologie
(Austrian Association of Nephrology)
Österreichische Diabetes Gesellschaft
(Austrian Diabetes Association)
Österreichische Gesellschaft für Ernährung
(The Austrian Nutrition Society)

Network analysis

Offers an in-depth view of professional cooperation of experts for your subject area.



This analysis offers an in-depth view of professional cooperation of experts in the subject area. Every area and crosspoint in the network can be viewed in detail. The network can be modified and viewed separately via a range of criteria.

YOUR BENEFITS

- Shows **core points** and **central crosspoints** for the indication.
- Shows who is working together with whom and **how intensively** these **collaborations** are shaped.

Project example: network analysis for an indication in Austria as an add-on to the KOL analysis

from €2,700.–

Channel behaviour (example)

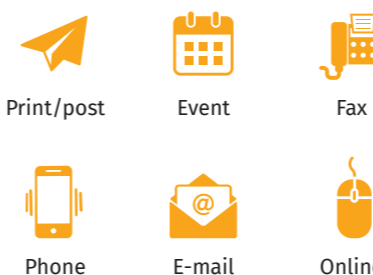
Information on the usage behaviour for a wide range of doctor networks is available at doctor level.



ID	Form of address	Title	First name	Surname	Print/post	Event	Fax	Phone	E-mail	Online
58772	Mr	Prim. Dr.	Christian	K.	high	average	high	low	average	high
40847	Ms	Dr	Karin	B.	average	low	low	high	low	low
32172	Ms	OA Dr.	Brigitte	W.	low	high	average	low	high	low
78354	Mr	Dr	Herbert	S.	average	high	low	average	high	high
...

Project example for dermatologists

USAGE/OBSERVED DATA



There is a range of channels available for communicating with the doctor. The goal is to create an optimal combination of the options available and to coordinate them.

from €4,500.–

All prices excl. statutory taxes
Your tailored solution: price on request

TELESERVICES



TELEMARKETING

We are your successful voice on the phone and look after your target group personally, quickly and effectively.



- BENEFITS FOR YOU**
- Pharmaceutical representatives with medical or pharmaceutical training work in phone support and would be happy to place your products, advertising and sales messages directly with your clients.
 - We offer our teleservices in German, French, Italian, English and, on request, in almost any language.
 - From designing the conversation guidelines to selecting the target group to preparing the conversation, take advantage of our comprehensive support over the entire duration of the project.

- OPTIONAL**
- Preselection of the target group
 - Personalised e-mail/fax/ mailing
 - Teledetailing
 - Obtaining e-permissions
 - Weekly report
 - Management presentation, executive summary

Unless otherwise specified, we recommend that doctors working in hospitals select a reasonable number of addressees (e.g. one department head with a request that they distribute or display the notice internally).

EXAMPLE Telemarketing with 1,000 people in Austria

from €16,380.–

TELESALES

Can we add a little extra?

We offer your products directly over the phone, specifically for pharmacists, mobile pharmacists, and doctors with a trade licence. Do you have a promotion and want to give sales a much-needed push? Then you're in the right place with us!

- A TELESALLES PROMOTION ...**
- Pharmaceutical representatives with medical or pharmaceutical training work in phone support and would be happy to place your products, advertising and sales messages directly with your clients.
 - We offer our teleservices in German, French, Italian, English and, on request, in almost any language.
 - From designing the conversation guidelines to selecting the target group to preparing the conversation, take advantage of our comprehensive support over the entire duration of the project.

Our telephone pharmaceutical representatives sell your products over the phone, assist you with sales promotions and can take and forward orders. Thus, you can push your marketing with targeted promotions and drive sales.

EXAMPLE Telesales promotion with 500 pharmacies in Austria

from €11,340.–

All prices excl. statutory taxes
Your tailored solution: price on request

Hotline

Have you already answered the same question for the umpteenth time today?



We will accept calls from your doctors, pharmacists, or patients and answer their questions in close collaboration with you. Our highly trained pharmaceutical representatives provide competent support, listen to your clients and users and assist them patiently and with the necessary expert knowledge.

- A HOTLINE IS THE RIGHT SOLUTION**
- for supply bottlenecks and delays
 - as a support for product launches or further product development
 - as your helpdesk and the first point of contact for questions
 - as a point for ordering your products
 - and for much more.

- BENEFITS FOR YOU**
- Hotline support for every problem: competent, quick, reliable
 - Set up of a standardised crisis hotline possible within 24 hours
 - 0800-number or standard phone number, depending on your preference
 - Personalised tape recording, hold music, etc., depending on your preference
 - Hotline support available in a range of languages

EXAMPLE Standardised crisis hotline for 2 months

from €4,650.–

MARKET RESEARCH

Are you looking for a partner for your phone surveys?



Then you're in the right place with us.

We will accept calls from your doctors, pharmacists, or patients and answer their questions in close collaboration with you. Our highly trained pharmaceutical representatives provide competent support, listen to your clients and users and assist them patiently and with the necessary expert knowledge.

- BENEFITS FOR YOU**
- **Specialists in healthcare:**
We have been working in HCP healthcare for 20 years – these many years of experience make us the top choice for your project.
 - **Top qualified staff:**
Our pharmaceutical representatives with medical or pharmaceutical training have found their vocation in phone support and will collect the information you need directly from your clients. We conduct conversations at eye-level and can provide detailed results and insights.
 - **The highest standard of support and project management:**
From creating the questionnaire concept to recruiting participants and processing and interpreting data – take advantage of our support throughout the entire project process.
 - **Varied project experience:**
Make the most of our comprehensive experiences in patient journeys, satisfaction research, collecting treatment trends, market analyses, patient potentials.
 - **Flexible processing for the doctor:**
We personally invite every doctor to participate in the market research and are happy to follow the doctor's needs. Upon request, we will agree another meeting and collect information by phone or video call, or send an online version, or give a new reminder.
 - **Language flexibility:**
We offer our market research in almost any language, which is perfect for international information gathering.

EXAMPLE Market research with 1,000 contacts in Austria

from €17,570.–

All prices excl. statutory taxes
Your tailored solution: price on request

INFORMATION

MEDICAL TRIBUNE

FORMAT

312 × 440 mm

PAPER QUALITY

57 g/m² glossy, recycled LWC

CLINICUM SERIES

FORMAT

A4, 210 × 297 mm

PAPER QUALITY

Cover: 170 g/m² matt coated paper
Inside pages: 80 g/m² UPM Sol or Norcorte, in matt

ÄRZT*IN FÜR WIEN

FORMAT

A4, 210 × 297 mm

PAPER QUALITY

115 g/m² Hello Silk paper

TECHNICAL REQUIREMENTS PRINT

Ad format for the respective medium
printable PDF/X-4 files in full colour (4c)
Colour profile ISO Coated v2
at least 300 dpi
at least 3 mm bleed for trimming ads

MEDIA DELIVERY

By e-mail to at-anzeigen@medtrix.group
(less than 20 MB of data)
Larger amount of data >15 MB via WeTransfer.com

The publisher assumes no liability for deviations
in the tonal value within the tolerance range.

BRIEF SPECIALIST INFORMATION

If not included in the advertisement, please
always send the brief specialist information for
the advertisement as a separate Word file.

DELIVERY OF THIRD-PARTY INSERTS

For CliniCum pneumo, CliniCum neuropsychy
and CliniCum derma:

Friedrich Druck & Medien GmbH
>>Title / No. XX <<
Zamenhofstraße 43-44
4020 Linz, Austria

For the Medical Tribune,
CliniCum onko and CliniCum innere:

Druckerei Ferdinand Berger & Söhne
>>Title / No. XX <<
Wiener Straße 80
3580 Horn, Austria

*For reasons of legibility, we have refrained from using gender-specific wording.
Where personal names are only given in the masculine form, they shall refer to both
men and women equally.

TECHNICAL REQUIREMENTS ONLINE

Banner in the respective format
animated gif, jpeg, png or in HTML5 incl.
URL for landing page

TECHNICAL REQUIREMENTS VIDEO

Format: Video in landscape mode; widescreen (16:9)
Resolution: 1920 × 1080
Video file type: mp4 file, MOV file
Video codec: H.264 encoded

TECHNICAL REQUIREMENTS AUDIO

Format: PCM, AAC/MP3 (320 kbit/s)
Sample rate: 44.1 kHz, 48 kHz

Advertising rates are effective as of 1 Jan 2023

PAYMENT TERMS

All prices are net, print plus 5% advertising fee
plus 20% VAT
VAT number: ATU 48742605
DVR no.: 4007613
Company register number: FN 189189 w
Company Register Court: Commercial Court Vienna,
Marxergasse 1a, 1030 Vienna, Austria

The general terms and conditions of MedTriX GmbH apply,
which can be found at <https://medtrix.group/oesterreich/agb/>

BANK DETAILS

UniCredit Bank Austria AG
Account no.: 10019608107
Bank code: 12000
IBAN: AT80 1200 0100 1960 8107
BIC: BKAUATWW

MEDIA OWNER

MedTriX GmbH
Grünbergstraße 15, 1120 Vienna, Austria
www.medtrix.group/oesterreich
P +43 1 54600-0

GET IN TOUCH



MEDIA CONSULTING

Fritz Tomaschek
CEO
friedrich.tomaschek@medtrix.group
P +43 1 54600 520
M +43 676 88460 520

Andreas Maier
Head of Sales
andreas.maier@medtrix.group
P +43 1 54600 553
M +43 676 88460 553

Sabine Brüggemann
Senior Key Account Manager
sabine.brueggemann@medtrix.group
T +43 1 54 600 -597
M +43 676 88 460 597

Marc Bornschein
Key Account Manager
marc.bornschein@medtrix.group
P +43 1 54600 550
M +41 79 40 36 127

General Enquiries
at-sales@medtrix.group

BACK OFFICE

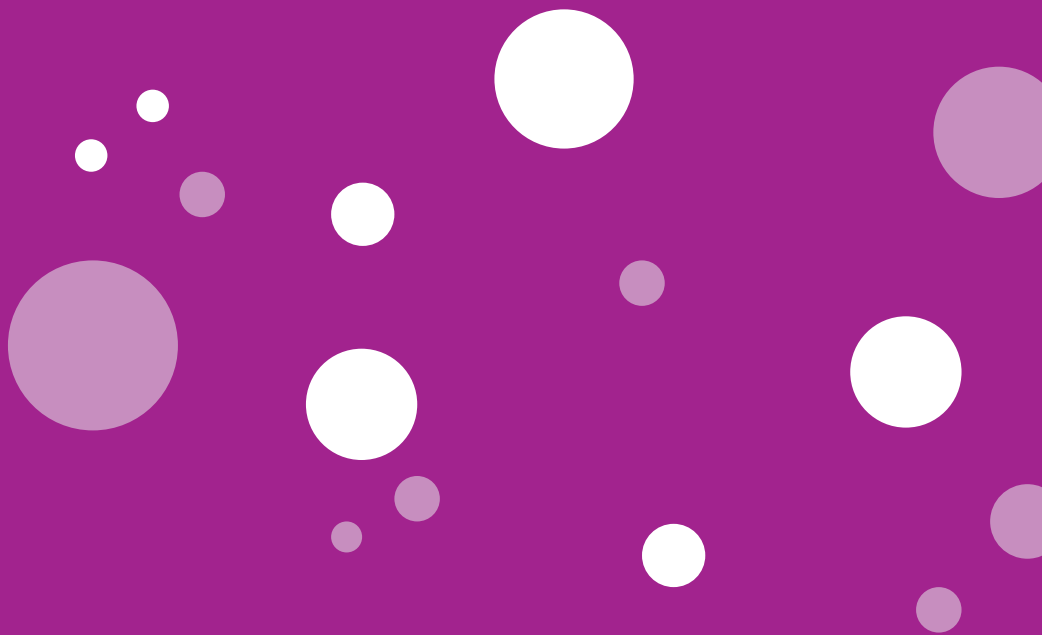
Patricia Keller
patricia.keller@medtrix.group
P +43 1 54 600 440

Anita Radl
anita.radl@medtrix.group
P +43 1 54 600 446
M +43 676 88 460 446

Subscription Enquiries / Address Changes
at-aboservice@medtrix.group

Info & Enquiries to the Editor
at-redaktionssektretariat@medtrix.group

Info & Enquiries about Data Protection
at-datenschutz@medtrix.group



MedTriX GmbH
Grünbergstraße 15
Stiege 1
1120 Vienna, Austria
Phone +43 1 54600-0
E-mail at-info@medtrix.group
www.medtrix.group